Introducing: Innovation Analytics
Where Gaming Tradition Meets Gaming Technology

Innovation Analytics is the data analysis arm of The Innovation Group, the premier provider of advisory services for the gaming and leisure industries.

Data science is our answer to the convergence of bricks and mortar, digital marketing, and interactive gaming—a fundamental shift in how the global gaming industry works.

- **We use quantitative methods to unlock key business insights** in digital marketing and operating strategies.

- **We harmonize all of your data sources:** traditional casino, iGaming and social casino databases, amenity loyalty data, customer survey results, employee indices, and room block yield.

- **We leverage your customer relationships** to create a unified view of your entire organization through your existing data sources.

- **We add new active customers** to both your bricks and mortar and iGaming databases.

Innovation Analytics is led by Innovation Group Partner and President, **Michael Soll**, and Innovation Analytics Principals **Anthony Mason** and **Matthew Konopka**. The Principals have extensive experience in advanced statistical analysis, database marketing, strategic planning, and ecommerce for major gaming enterprises.

THE INNOVATION GROUP

Data Science in Action: Direct Mail Experimentation

Innovation Analytics knows data, but you know your business. Together, we will equip your team with analytical tools that you can leverage in the future. Our deliverables include not only the insights, but also the analytical process used to derive results. Read on to see the data science approach that Innovation Analytics can bring to your organization.

We all strive to motivate customers. With a more traditional promotional strategy, we see a conversion rate that goes up or down by adjusting every customer's offer simultaneously. Some customers we motivate with effective promotional strategies; others do not respond to the one-size-fits-all approach.

Every customer is different. While the promotional offer amount is a bullseye for some customers, it might be overspend for others. Further, there is untapped potential revenue in customers who might need more promotional enticement. We are wasting promotional dollars on some more easily motivated customers and missing revenue by not satisfying others.

The traditional approach can benefit from more information. We want to pinpoint the exact promotional requirement for every customer. With that knowledge, we can tailor the promotional offering to the individual. But how do we figure out that magic number?
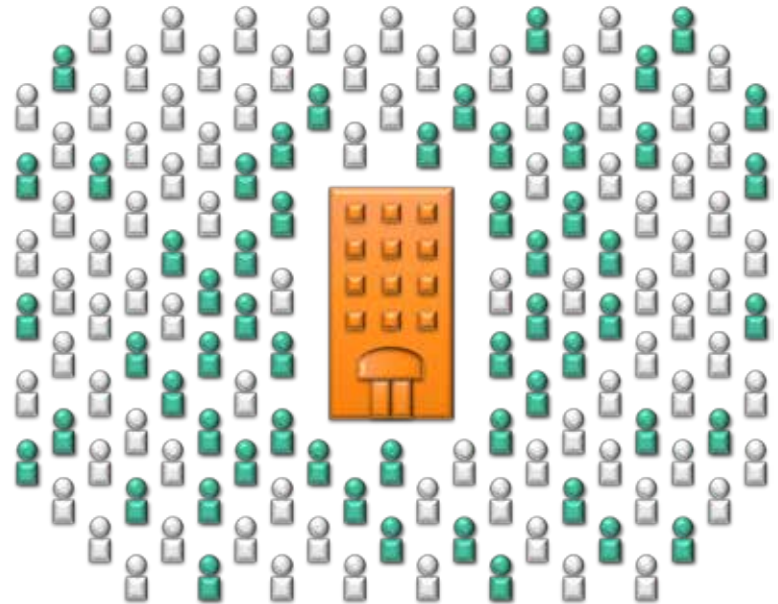

Traditional promotional strategies treat every customer as the same. Some customers respond (green); others do not (gray).
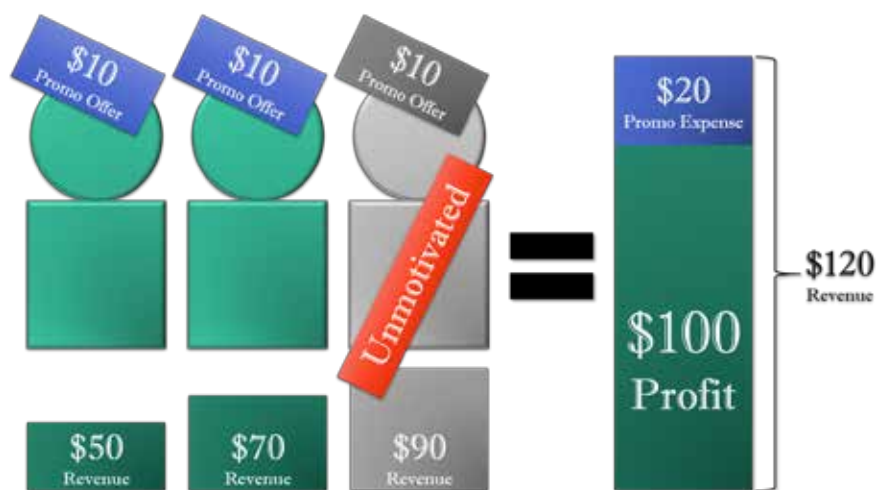
Offering the same promotion to every customer activates some customers (green) but is not enough to motivate others (gray) losing potential revenue.

To pinpoint customers' individual promotional requirements, we randomly select a small sample of the customer database. We test varied promotional offer amounts on this small group to observe their behavior. Statistical analysis of the results allows us to segment customers with their detailed individual promotional requirements.
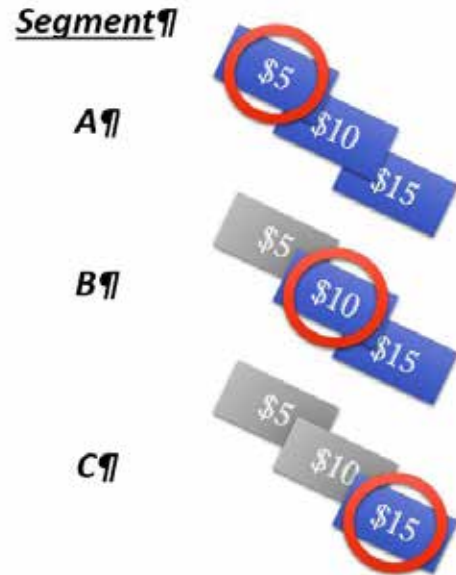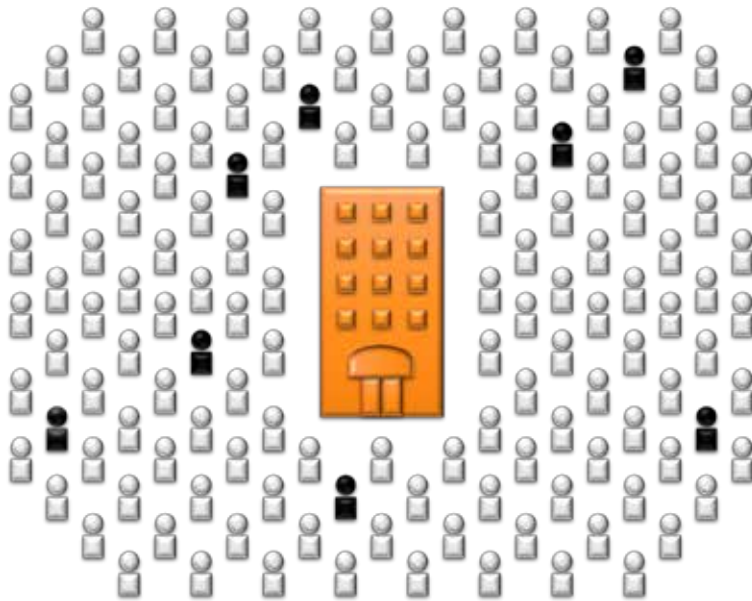

Using statistical sampling allows us to find the most efficient promo offer for each segment with just a few test cases.

The promotional spending is now highly efficient. From the sampling experiment, we know the lowest offer amount that will motivate each segment. Easily motivated segments receive a streamlined offer, saving promo spend; previously untapped revenue in more difficult to motivate segments is unlocked with targeted, more valuable promotional offers.

Knowing the promotional requirement of every segment streamlines our offerings to the exact amount that motivates each customer.

The number of customers motivated by the promotional spend expands. A new efficient promotional strategy takes promotional overspend away from segments with lower promotional requirements where it is wasted in order to invest in more difficult to motivate segments. New revenue is unlocked, increasing profit.
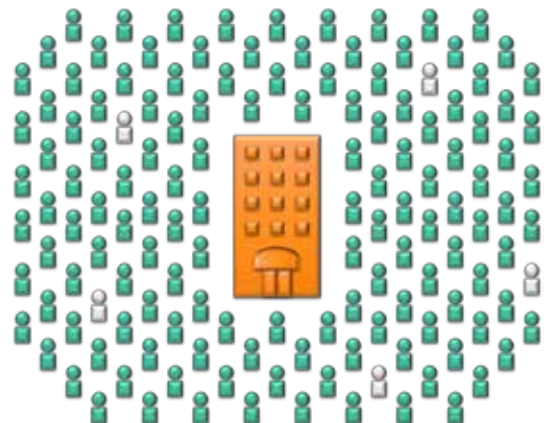
Selected Qualifications & Experience

	Project	Client
Database/Marketing	Database Trends & Segmentation Analysis	Rhythm City Casino
	Customer Database Segmentation	MGM Resorts/Borgata Hotel Casino
	Direct Marketing Testing Program	South Beach Casino
	ROI Opportunities Analysis	Logrand Group
	Primary Research Gamer Behavior	Spielo (Lottomatica)
	Mexico City Gamer Data Analysis	Codere
	Database Mapping Psychographic	Texas A&M University
	Customer Behavioral Surveys	Harrah's Cherokee
	Customer Database Analysis	San Manuel Bingo & Casino
	Customer Database Analysis	Hard Rock Casino Vancouver
	Gamer Database Analysis	Sycuan Casino
	Customer Behavioral Surveys	Pechanga Resort & Casino.
	Guest Satisfaction Survey (and related)	Tropicana Casino & Resort
	Strategic Marketing Plan	Elwha River Casino
	Marketing Management and Advisory	Bear River Casino Hotel
	Strategic Marketing Plan	New Brunswick Casino
	Guest Satisfaction Survey (and related)	Blue Chip Casino & Hotel
	Strategic Marketing Plan	Casinos Austria – Great Blue Heron
	Primary Research Immokalee	Seminole Gaming
	Guest Satisfaction Survey (and related)	Casino Omaha
	Guest Satisfaction Survey (and related)	Casino Omaha
Interactive/Technology	Impact of Online Gaming PA	Amaya
	Bermuda Internet Gaming Feasibility	Pettingill Group
	CA iGaming Market Analysis	Commerce Club
	Interactive Advisory Services - Feasibility	Sandia Resort & Casino
	iGaming Market Impact Analysis - Spain	LVS (Las Vegas Sands Corp.)
	Due Diligence European Tech	Clarivest Group, LLC
	Expert Witness Internet Gaming	Poker Stars
	Interactive Advisory Services - Feasibility	San Manuel Bingo & Casino
	Strategic Business Plan – CMS	WIN Systems
	Start-up iGaming Profile	Shakopee Community
	Social Gaming Impact Analysis	Conf. Tribes of Grand Ronde
	iGaming Impact Analysis	Foxwoods Interactive
	Illinois Internet Gaming Demand	Rungood, LLC
	CA Mega-Bingo Analysis	Lowen Bingo Innovations
	Website Development Support	Bear River Casino Hotel
	Due Diligence Sever System Acquisition	Gores Group
	iGaming Feasibility	Potawatomi Business Development
	Start-up iGaming Profile	Osage Nation Gaming Ent.
	OTG Management	iPad Gaming Feasibility

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